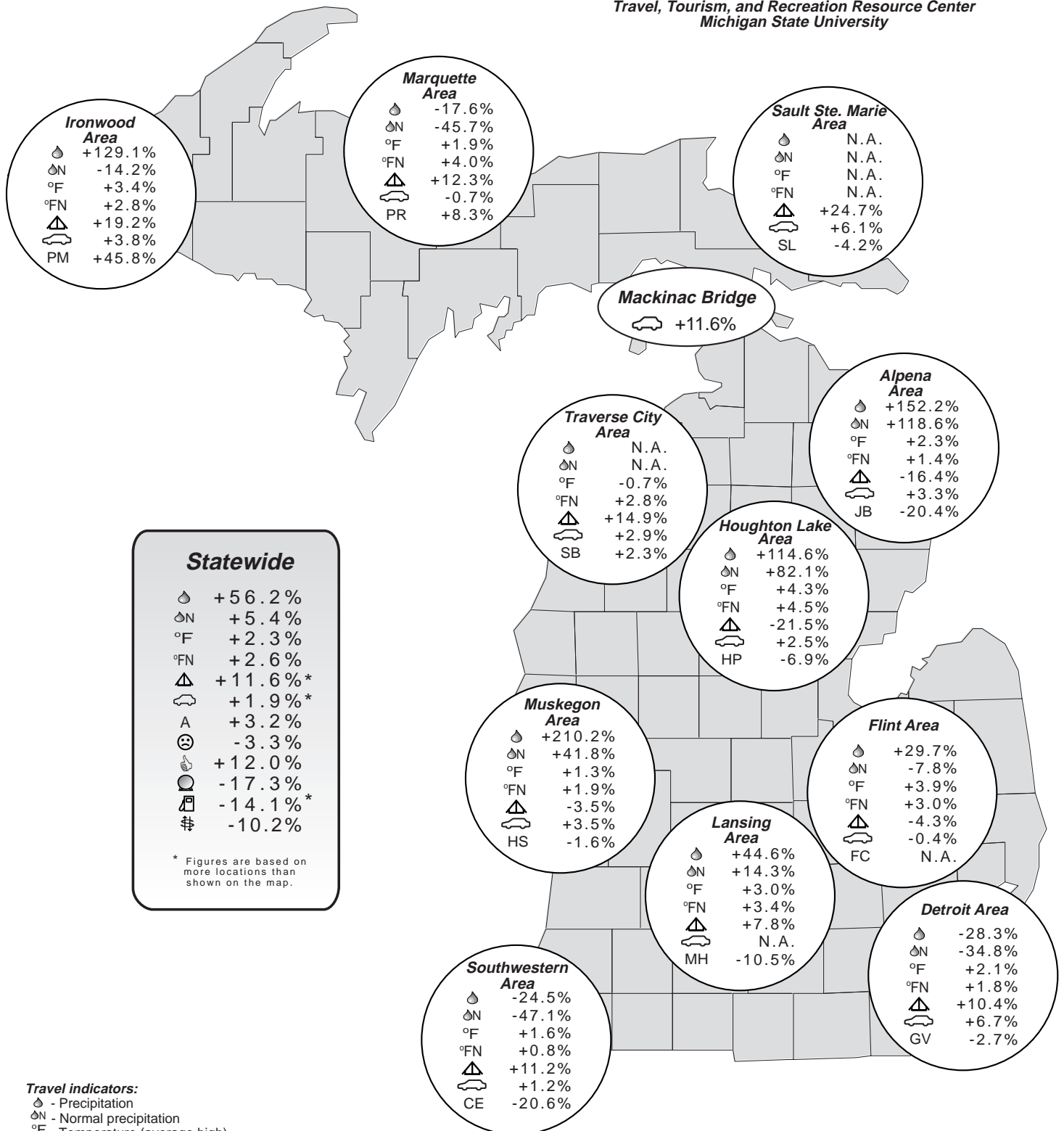


Michigan Travel Indicators October 1998 vs. October 1997

Travel, Tourism, and Recreation Resource Center
Michigan State University



Travel indicators:

- ☔ - Precipitation
- ☔N - Normal precipitation
- °F - Temperature (average high)
- °FN - Normal temperature
- △ - Number of overnight stays at state parks
- 🚗 - Highway traffic counts
- A - Attendance at attractions
- 😊 - Consumer Confidence
- 👉 - Present Situation
- 👎 - Expectations
- 📉 - Gasoline prices
- 💵 - Exchange rate (US\$/CAN\$)

Selected attractions:

- CE - Cook Energy Information Center
- FC - Flint Cultural Center
- GV - Greenfield Village & Henry Ford Museum
- HP - Hartwick Pines State Park
- HS - P.J. Hoffmaster State Park
- JB - Jesse Besser Museum
- MH - Michigan Historical Museum
- PM - Porcupine Mountains Wilderness State Park
- PR - Pictured Rocks National Lakeshore
- SB - Sleeping Bear Dunes National Lakeshore
- SL - Soo Locks

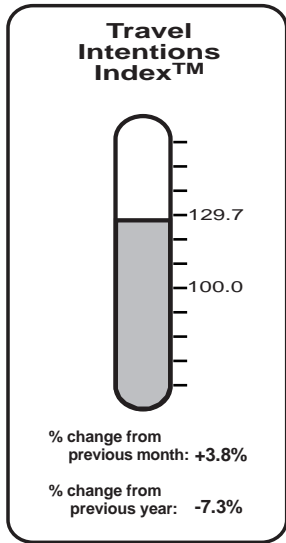
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Division); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume in October 1998 increased almost 2% compared to October 1997. Increases occurred in most areas that we monitor. However, decreases occurred in the Marquette (-0.7%) and Flint (-0.4%) areas. Mackinac Bridge crossings increased 12% and set a new record for October crossings.

Weather conditions in October 1998 were much wetter and slightly warmer than in October 1997. Statewide overall precipitation in October 1998 was 56% higher than October 1997 and 5% higher than normal. Statewide average temperatures were 2% higher than October 1997 and 3% higher than normal. Possibly due in part to the warmer weather conditions, most areas we monitor experienced increases in state park overnight stays, especially in the Upper Peninsula. State park overnight stays in October 1998 increased 12% statewide. Aggregate attendance at selected tourist attractions increased 3%. Specifically, increases occurred at Porcupine Mountains Wilderness State Park (+46%), Pictured Rocked National Lakeshore (+8%), and Sleeping Bear Dunes National Lakeshore (+2%).



Travel Forecast

by Sinji Yang and Donald F. Holecek

During October 1998, statewide highway traffic volume grew at a lower rate than that for the year-to-date. Year-to-date statewide highway traffic volume increased 4% compared to the same 10 month period in 1997. So far, our forecasted increase in highway traffic volume remains valid for 1998.

During October 1998, the Conference Board's Present Situation Index (PSI) increased 12%; however, its Expectations Index (EI) decreased 17%. Consequently the Consumer Confidence Index, which is a composite of the PSI and the EI, declined 3% compared to October 1997. The Michigan Travel Intentions Index declined 7%, gasoline prices declined 14%, and the U.S./Canadian exchange rate declined 10% compared to October 1997.

Our annual Michigan Tourism Outlook Conference will be held on March 10, 1999. We cordially invite you to attend. For more information, please visit our Web site at <http://www.tourism.msu.edu/tourism.html> or call Teresa Herbowicz at 517-353-0793.

We would like to acknowledge the assistance of Dae-Kwan Kim and Semok Yoon in preparing this report.

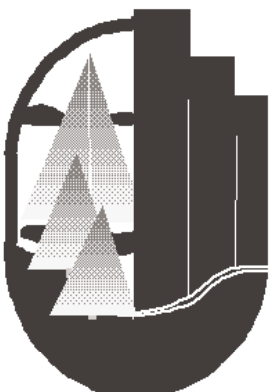
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

Please note: You may contact Sinji Yang with questions regarding the methodology employed in producing this report.

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